



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser
Agency
Buyer
Salesperson

Pol/P McCrory/R/Gov/NC (16611)
Smart Media Group (1343)
HANLEN,LINDSAY
Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Invoice 645128
Inv Date 10/28/2012
Terms Net 30
Contract 321428
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

AgM

Product Political - State Candidate (1071)
Brand C22C28 GOV (132631)
Acct Types National/Political
Est/Headline C22C28/06221199
Demo
Revision
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 11:29:39AM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISC1	Amount	Remarks
1.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,F-1	10/26/12 11:21PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	PM1216TH	\$925.00	
3.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,F-1	10/26/12 12:28PM (Fr)	00:30	EYEWITNESS NEWS 12P	PM12104T	\$375.00	
7.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,M-1	10/22/12 11:37PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$925.00	
10.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM-8:00:00AM	Day,M-1	10/22/12 7:49AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12104T	\$1075.00	
12.2	Contract Line Remarks:		EYEWITNESS NEWS 7A						
	Spot	7:00:00AM-8:00:00AM	Day,Sa-1	10/27/12 7:25AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	PM12104T	\$925.00	
13.2	Contract Line Remarks:		GMA SATURDAY						
	Spot	8:00:00AM-9:00:00AM	Day,Sa-1	10/27/12 8:30AM (Sa)	00:30	Good Morning America Saturday	PM12116TH	\$925.00	
14.1	Contract Line Remarks:		SUN LATE NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,Su-1	10/28/12 11:22PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$950.00	
15.2	Contract Line Remarks:		6P NEWS SUNDAY						
	Spot	6:00:00PM-6:30:00PM	Day,Su-1	10/28/12 6:12PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	PM12104T	\$1350.00	
16.2	Contract Line Remarks:		EYEWITNESS NEWS 7A						
	Spot	7:00:00AM-8:00:00AM	Day,Su-1	10/28/12 7:13AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	PM12104T	\$900.00	
17.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,Th-1	10/25/12 12:13PM (Th)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$975.00	
20.1	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	12:00:00PM-1:00:00PM	Day,Tu-1	10/23/12 12:39PM (Tu)	00:30	EYEWITNESS NEWS 12P	PM12116TH	\$975.00	
22.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM-6:30:00PM	Day,Tu-1	10/23/12 6:22PM (Tu)	00:30	EYEWITNESS NEWS 6P	PM12104T	\$1500.00	
24.2	Contract Line Remarks:		EYEWITNESS NEWS						
	Spot	11:00:00PM-11:35:00PM	Day,W-1	10/24/12 11:14PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	PM12104T	\$975.00	
31.1	Spot	5:00:00PM-5:30:00PM	Day,M-1,Th-1,F-1	10/22/12 5:27PM (Mo)	00:30	EYEWITNESS NEWS 5P	PM12116TH	\$1200.00	
31.1	Spot	5:00:00PM-5:30:00PM	Day,M-1,Th-1,F-1	10/25/12 5:28PM (Th)	00:30	EYEWITNESS NEWS 5P	PM12104T	\$1200.00	
31.1	Spot	5:00:00PM-5:30:00PM	Day,M-1,Th-1,F-1	10/26/12 5:22PM (Fr)	00:30	EYEWITNESS NEWS 5P	PM12116TH	\$1200.00	
32.1	Spot	6:00:00AM-7:00:00AM	Day,M-1,Tu-1,W-1,Th-1	10/22/12 6:09AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12104T	\$1175.00	
32.1	Spot	6:00:00AM-7:00:00AM	Day,M-1,Tu-1,W-1,Th-1	10/23/12 6:13AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1175.00	
32.1	Spot	6:00:00AM-7:00:00AM	Day,M-1,Tu-1,W-1,Th-1	10/24/12 6:53AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1175.00	
32.1	Spot	6:00:00AM-7:00:00AM	Day,M-1,Tu-1,W-1,Th-1	10/25/12 6:27AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12116TH	\$1175.00	
33.1	Spot	7:00:00AM-8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/22/12 7:28AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
33.1	Spot	7:00:00AM-8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/22/12 7:59AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
33.1	Spot	7:00:00AM-8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/23/12 7:28AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	PM12104T	\$1075.00	
33.1	Spot	7:00:00AM-8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/23/12 7:59AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
33.1	Spot	7:00:00AM-8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/24/12 7:25AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	PM12104T	\$1075.00	
33.1	Spot	7:00:00AM-8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/24/12 7:59AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	



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33.1	Spot	7:00:00AM- 8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/25/12 7:27AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	PM12104T	\$1075.00	
33.1	Spot	7:00:00AM- 8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/25/12 7:59AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	PM12116TH	\$1075.00	
33.1	Spot	7:00:00AM- 8:00:00AM	Day,M-2,Tu-2,W-2,Th-2,F-1	10/26/12 7:28AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	PM12104T	\$1075.00	
34.1	Spot	12:00:00PM- 1:00:00PM	Day,M-1,W-1	10/22/12 12:29PM (Mo)	00:30	EYEWITNESS NEWS 12P	PM12104T	\$175.00	
34.1	Spot	12:00:00PM- 1:00:00PM	Day,M-1,W-1	10/24/12 12:55PM (We)	00:30	EYEWITNESS NEWS 12P	PM12104T	\$175.00	
38.1	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Th-1	10/22/12 6:21PM (Mo)	00:30	EYEWITNESS NEWS 6P	PM12116TH	\$1500.00	
38.1	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Th-1	10/25/12 6:23PM (Th)	00:30	EYEWITNESS NEWS 6P	PM12104T	\$1500.00	
42.1	Spot	12:00:00PM- 12:30:00PM	Day,Su-1	10/28/12 12:27PM (Su)	00:30	EYEWITNESS NEWS 12P SA-SU	PM12116TH	\$175.00	
43.1	Spot	11:00:00PM- 11:35:00PM	Day,Th-1	10/25/12 11:27PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	PM12116TH	\$925.00	
48.1	Spot	8:00:00AM- 9:00:00AM	Day,Tu-1,Th-1,F-1	10/23/12 8:39AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12104T	\$975.00	
48.1	Spot	8:00:00AM- 9:00:00AM	Day,Tu-1,Th-1,F-1	10/25/12 8:48AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12104T	\$975.00	
48.1	Spot	8:00:00AM- 9:00:00AM	Day,Tu-1,Th-1,F-1	10/26/12 8:41AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	PM12116TH	\$975.00	
49.1	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Th-1,F-1	10/22/12 5:58PM (Mo)	00:30	EYEWITNESS NEWS 530P	PM12104T	\$1300.00	
49.1	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Th-1,F-1	10/25/12 5:52PM (Th)	00:30	EYEWITNESS NEWS 530P	PM12116TH	\$1300.00	
49.1	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Th-1,F-1	10/26/12 5:58PM (Fr)	00:30	EYEWITNESS NEWS 530P	PM12104T	\$1300.00	
51.0	Spot	6:00:00PM- 6:30:00PM	Day,W-1	10/24/12 6:22PM (We)	00:30	EYEWITNESS NEWS 6P	PM12116TH	\$1600.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$41,225.00	Total Spots	42
Commission	(\$6,183.75)		
Net Total	\$35,041.25		